

Math Practice:

1) 45 is 18% of what?

$$\frac{45}{x} = .18$$

$$x = 250$$

2) 80% of 2738 is what?

$$\frac{x}{2738} = .80$$

$$x = 2190.4$$

$$3) \frac{813}{1092} = x$$

$$x = .7994$$

$$x \rightarrow 79.94\%$$

What

- Characteristics of each individual are called

Variables

- Two major ways to classify variables:

1. Categorical

→ from our survey, we had
Gender, Politics, Phone

- Variable names categories and answers questions about how cases fell into each category

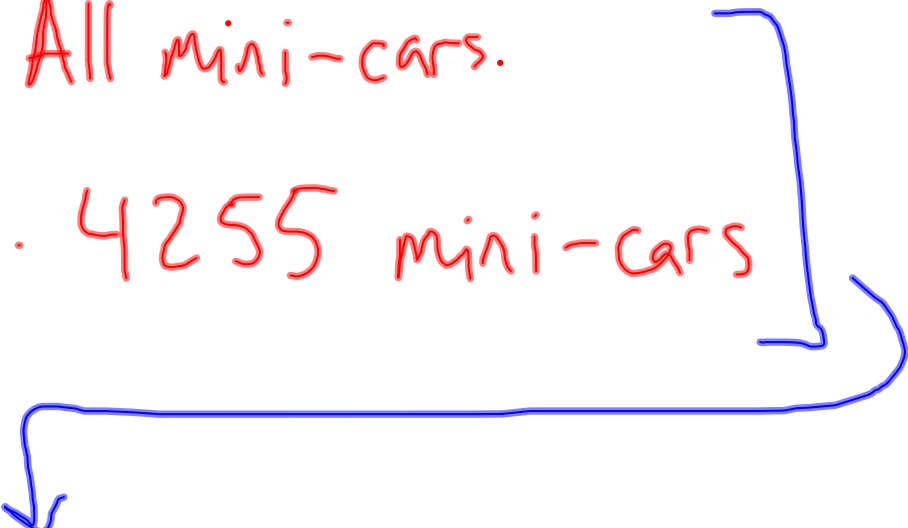
- Quantitative
 - Variables measure quantity of something, with units
- Units typically are standard (inches, years, feet, etc.), but can also be in "number of"
- Counting:
 - For categorical variables, to summarize how many you have
- Counting for quantitative variables (needs units)

The marketing company J.D. Power and Associates surveys consumers to learn about buyer behavior and customer satisfaction for many products worldwide. For example, J.D. Power's Automotive Performance, Execution, and Layout (APEAL) studies examine what people like about their car's performance and design. The 2008 Japan Mini-Car APEAL study looked at 38 different mini-car models from seven manufacturers. J.D. Power based this report on responses from 4255 people who had recently purchased new mini-cars.

1. Describe the population of interest.
2. What was the sample?
3. Identify the Who of the study.

1. All mini-cars.

2. 4255 mini-cars



THESE MUST MATCH TO DRAW
CONCLUSIONS ABOUT POPULATION
FROM SAMPLE!

3. Who → the cars